



**THE INFLUENCE OF RETAIL MARKETING MIX
STRATEGY (7Ps) ON CUSTOMER PURCHASE DECISION:
A CASE STUDY OF MIXUE INDONESIA**

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PANEL OF EXAMINERS

APPROVAL SHEET

ABSTRACT

Purpose - The aim of this study is to determine the influence of seven dimensions of retail marketing mix strategy (7Ps) on customer purchase decisions towards Mixue products in Indonesia.

Design/Methodology/Approach - This research used quantitative approach and the data collected by distributing questionnaires with non-probability sampling which is purposive sampling. Respondents in this study were not limited to specific regions, if the respondents fulfilled the criteria of being 16 years old and having purchased Mixue products at least once in the last month, they are allowed to fill out the questionnaires. The total of valid respondents is 405 respondents. Multiple Linear Regression analysis was to determine the relationship between each independent variable and dependent variable.

Findings - The results show that from seven dimensions of retail marketing mix strategy (7Ps), the dimensions of product and place partially don't have significant influence on customer purchase decisions. Dimensions of price, promotion, process, people, and physical evidence partially have significant influence on customer purchase decisions. On the other side, seven dimensions of retail marketing mix strategy (7Ps) altogether have significant influence on customer purchase decisions of Mixue Indonesia products. Moreover, research limitations and suggestions for future research will be in the last chapter.

Originality/Value - The findings of this study contribute to an understanding of the importance of seven dimensions Retail Marketing Mix Strategy (7Ps) in affecting customer purchase decisions on Mixue products in Indonesia as part of retail industry.

Keyword - Mixue Indonesia, Retail Marketing Mix (7Ps), Purchase Decision.

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